

Ask an expert: Making your social pages

Facebook business page

Getting started on Facebook takes a few clicks and filling in some information. Go to the Facebook webpage and click on "[Create a page.](#)" From there, select "business or brand" and set up your company page.

- **Use the scheduling tool:** Set up posts in advance to be released at specific times. For example, you might have a 9 a.m. post ready that says good morning to your followers and an afternoon post about an upcoming promotion. It's efficient and saves time.
- **Avoid using too many hashtags:** The hashtag symbol followed by a word or phrase is often used in posts to link to similar topics and make your post easier to find. They're great for making your business show up in web searches, but save most of them for Twitter.
- **Video is king:** Video can reach more people and get them interested in your brand. Facebook Live lets you record for your audience in real time. Make sure the background is distraction-free and well-lit. Tag the video with your location so people know where you are.

Twitter for business

Twitter is great for businesses. You can be more relaxed and humorous with your posts than with Facebook or LinkedIn. The iPhone app is accessible.

- **Use hashtags:** Each day of the week has one, like #MotivationMonday and #ThrowbackThursday. Be creative and link them to your business.
Be strategic. Use popular hashtags that are likely to make your post show up in web searches.
- **Always reply:** Engage with your customers online in a professional manner. People often tweet about their experience with a company. Reply to their complaints asking them to contact you. Apologize and say you will investigate. Get a compliment? Say thanks.

- Use a Twitter client: Use [Twitterific](#) for Mac to engage directly with your followers and have more control over your Twitter experience. It's also fully compatible with VoiceOver.
- Use [TweetDeck](#) to manage different Twitter accounts, schedule Tweets and filter in content from your areas of interest. Keep track of this content in "columns." It works for macOS and Google Chrome.
- For PC users, [Aeries](#) is an inexpensive client that organizes your Twitter and makes it easier to use. Save tweets you want to look at later and mark your spot on the page. It lets you magnify things and change fonts to your preferences, so it's ideal for partially-sighted users.

LinkedIn company page

LinkedIn is a professional networking site. Use it as an online resume, adding your career highlights and work history. Network with colleagues and other professionals by adding them as connections.

- Specify owners: Somebody else on your team can co-own or manage the page.
- Be less consumer-focused and more business-to-business.

LinkedIn is all about creating a professional image. It has a simple and accessible design, which can make it easier to use than Facebook or Twitter.

- Narrow it down: Only post what's relevant. If your business is celebrating a work milestone, post it. Don't put non work-related details on the site. Post about your industry.
- Use a good headshot: Choose a professional-looking head-and-shoulders photo of yourself to make the best first impression for your business.
- Show the company logo: This should be the cover photo. Make sure it's positioned just enough above your headshot so it's clear and visible.

- **Team manage:** For company pages, you can specify more than one owner, making it easier to post updates.

Other tips

- **Post images:** Posts with images get far more interaction than those without. You may need someone to help you choose the right images, or you can find stock photos or take your own. Make sure they're relevant to your business and are high quality.
- **Make images accessible:** You can add alt-text description to Twitter posts to make them accessible. If you can't use this feature on a site, caption the photo to describe it.
- **Rule of thirds:** One-third of your posts should relate to your business and promotions. If you're an artist, post about a two-for-one painting deal. One-third should be posts about you, like an art festival where you'll be showcasing. The last third is for sharing posts that matter to your industry, like International Artist's Day.
- **Be authentic:** Everything you post should add value to your network. That could mean great pictures or positive testimonials. Don't post about unrelated things like random news stories or quizzes.
- **Don't do it all:** Pick one or two sites that work best for you. Instead of barely managing three or four social pages, choose one and do it well.